

# Executive Summary

- Total spending by travelers decreased 1.3% in 2003, totaling \$4.631 billion. In looking at taxable sales figures from five key industry sectors, transportation, auto rentals, hotels & lodging, and amusement & recreation all suffered declines, while eating & drinking increased compared to 2002. The 1.0% decrease in the overall tourism sector growth rate in 2003 is somewhat expected, given the fact that 2003 is being compared to 2002 (Utah's Olympic year).
- Total state and local tax contributions from traveler spending totaled \$367 million in 2003. Tax revenues from traveler spending provided tax relief of \$444 per Utah housing unit. Local tax revenues accounted for \$97 million while \$270 million accrued to state tax coffers.
- Tourist arrivals to Utah totaled 16.9 million in 2003, 2.2% less than 2002 visitation. A struggling economy and the fact that 2003 was compared to the year of the Salt Lake 2002 Olympic Winter Games may explain the decline in visitation.
- County-based tourism tax collections (transient room tax, restaurant tax, car rental tax) totaled nearly \$50.2 million in 2003, down 4.6% from 2002. Six counties (Salt Lake, Summit, Utah, Davis, Washington, and Weber) accounted for 86% of total tourism tax revenues. However, year-over comparisons reveal growth and declines in areas throughout the state.

	Total Collections	Statewide Growth Rate	Positive Growth	Negative Growth	Strong Performers
<b>Transient Room Tax</b>	\$18.1 Mil.	-9.5 %	11 Counties (38%)	18 Counties (62%)	Emery (474%) Piute (26%) Duchesne (15%)
<b>Restaurant Tax</b>	\$23.5 Mil.	-0.5%	14 Counties (56%)	11 Counties (44%)	Tooele (25%) Morgan (22%) Wayne (13%)
<b>Car Rental Tax</b>	\$8.6 Mil. (county) \$3.1 Mil. (State of Utah)	-4.7% (counties) -7.7% (State of Utah)	2 Counties (25%)	6 Counties (75%)	Washington (25%) Duchesne (tax not collected in prior year)
<b>COMBINED Total</b>	\$50.2 Mil (\$3.1 Mil State of Utah car rental tax not included)	<b>-4.6%</b>	<b>12 Counties (41%)</b>	<b>17 Counties (59%)</b>	<b>Emery (474%) Piute (26%) Tooele (14%) Wayne (14%)</b>

- The number of visitors in 2003 declined compared to the number of visitors in 2002. However, the number of tourism-related jobs increased slightly during 2003. An estimated 1,983 tourism-related jobs were added in Utah in 2003, increasing the statewide employment total to 108,683. Salt Lake County led the way with over 40,000 tourism-related jobs. Utah, Davis, Weber, Summit, and Washington Counties each accounted for over 6,000 tourism-related jobs.
- Tourism-related employment accounts for 9.94% of total non-farm jobs in Utah (one in every 10 jobs). If tourism is treated as a separate industry, it is the sixth-largest employment sector in the state, behind Trade, Transportation, Utilities; Government; Professional & Business Services; Education & Health Services; and Manufacturing.
- Although the top six counties account for over 75% of tourism-related employment, many rural Utah counties are highly dependent on tourism. Travel related jobs account for more than a fifth of total non-farm employment in ten Utah counties: Daggett, Grand, Garfield, Summit, Kane, Rich, San Juan, Wayne, Wasatch, and Beaver.

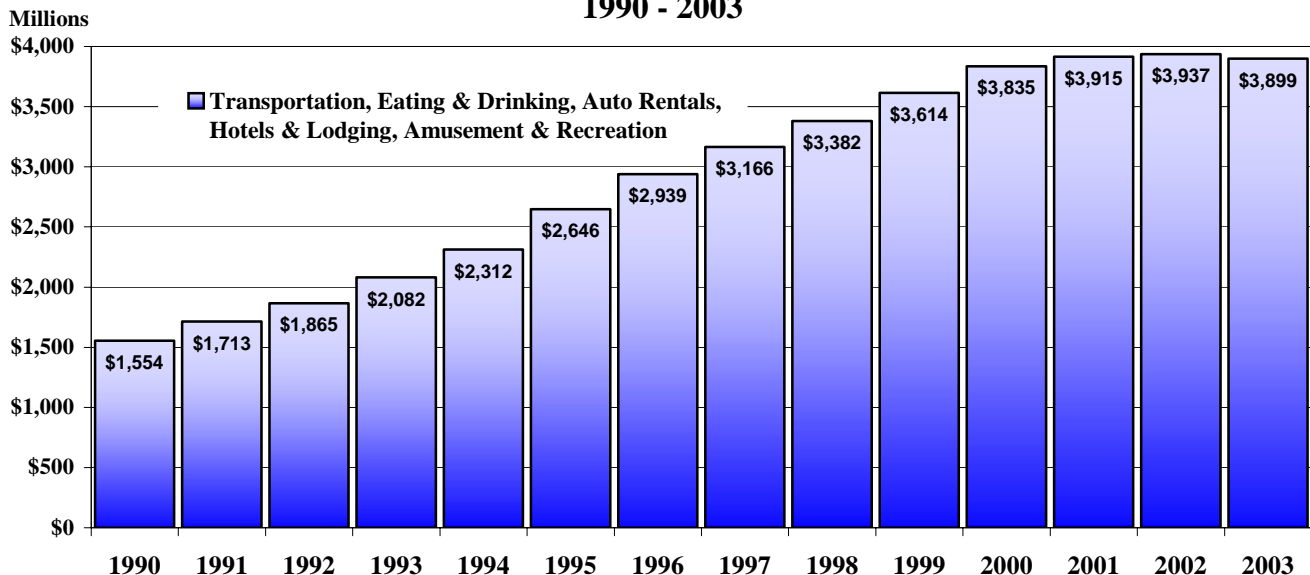
# Statewide Performance Indicators

SUMMARY OF UTAH TOURISM ACTIVITY – 2003			
Economic Indicators	2003	2002(r)	% Change
<b>Total Non-Resident Visitors</b>	<b>16.9 Million</b>	<b>17.3 Million</b>	<b>-2.3%</b>
U.S. Visitors	16.3 Million	16.7 Million	-2.4%
International Visitors	590,000	610,000	-3.3%
<b>Total Tourism Spending</b>	<b>\$4.631 Billion</b>	<b>\$4.692 billion</b>	<b>-1.3%</b>
<b>Total Direct Tourism-Related Tax Revenues</b>	<b>\$367 Million</b>	<b>\$372 Million</b>	<b>-1.3%</b>
State Tax Revenues	\$270 Million	\$274 Million	-1.5%
Local Tax Revenues	\$97 Million	\$98 Million	-1.0%
<b>Total Tourism-Related Employment</b>	<b>108,683</b>	<b>106,700</b>	<b>1.9%</b>
Direct Tourism Employment	74,688	73,325	1.9%
Indirect Tourism Employment	33,995	33,375	1.9%
Tax Indicators	2003	2002	% Change
<b>Total Tourism Tax Revenues</b>	<b>\$53.3 Million</b>	<b>\$56.0 Million</b>	<b>7.3%</b>
Transient Room Tax Revenue	\$18.1 Million	\$20.0 Million	14.9%
Restaurant Tax Revenue	\$23.5 Million	\$23.6 Million	7.8%
Car Rental Tax Revenue	\$11.7 Million	\$12.4 Million	-3.9%
<b>Total Gross Taxable Sales (GTS)</b>	<b>\$32.6 Billion</b>	<b>\$32.5 Billion</b>	<b>0.2%</b>
<b>Total Tourism-Related GTS</b>	<b>\$3.9 Billion</b>	<b>\$3.9 Billion</b>	<b>0.0%</b>
Transportation GTS	\$90 Million	\$96 Million	-6.9%
Eating & Drinking GTS	\$2,068 Million	\$2,013 Million	2.7%
Auto Rentals GTS	\$412 Million	\$422 Million	-2.5%
Hotels & Lodging GTS	\$599 Million	\$674 Million	-11.0%
Amusement & Recreation GTS	\$730 Million	\$731 Million	-0.3%
Volume Indicators	2003	2002	% Change
Airline Passengers at Salt Lake Int'l Airport	18.5 Million	18.7 Million	-1.0%
National Park Visitors	5.0 Million	5.2 Million	-2.0%
National Monument & Rec. Area Visitors	4.9 Million	5.0 Million	-2.4%
State Park Visitors	4.6 Million	5.8 Million	-20.6%
Utah Welcome Center Visitors	659,000	677,000	-2.6%
Total Skier Visits	3.1 Million	3.0 Million	5.2%
Statewide Hotel Occupancy Rate	58.8%	62.1%	NA

r = revised

SOURCE: Data collected from reporting agencies by the Utah Division of Travel Development

## Gross Taxable Sales for Tourism-Related Industries 1990 - 2003



**TOURISM-RELATED ECONOMIC AND TAX IMPACTS ON UTAH COUNTIES  
SUMMARY - 2003**

County	Tourism-Related Economic Impacts							Tourism-Related Tax Revenues							
	Spending	% Change	Employment	% Change	Tourism Dependence	Tax Revenues	% Change	Transient Room Tax	% Change	Restaurant Tax	% Change	Car Rental Tax	% Change	Total Tax Revenues	% Change
Emery	\$12,000,000	3.4%	386	5.2%	11.0%	\$249,000	3.8%	\$132,162	474.0%	\$0	NA	\$0	NA	\$132,162	474.0%
Piute	\$2,400,000	-4.0%	51	0.0%	17.4%	\$50,000	-3.8%	\$7,667	25.7%	\$0	NA	\$0	NA	\$7,667	25.7%
Tooele	\$57,100,000	-5.9%	1,435	-4.4%	11.6%	\$1,183,000	-6.0%	\$120,013	-6.5%	\$287,317	24.8%	\$0	NA	\$407,330	13.6%
Wayne	\$6,800,000	-6.8%	267	-13.6%	26.3%	\$141,000	-6.6%	\$98,641	13.7%	\$38,117	13.1%	\$0	NA	\$136,758	13.5%
Iron	\$63,000,000	-1.1%	1,848	15.6%	12.9%	\$1,306,000	-1.1%	\$450,920	10.1%	\$336,272	3.8%	\$0	NA	\$787,192	7.3%
Washington	\$523,500,000	16.2%	6,570	2.1%	16.8%	\$10,850,000	16.2%	\$1,371,800	5.8%	\$1,093,356	5.9%	\$137,201	24.6%	\$2,602,357	6.7%
Kane	\$50,400,000	4.1%	1,012	-3.3%	36.9%	\$1,045,000	4.2%	\$269,557	7.2%	\$84,108	4.0%	\$0	NA	\$353,665	6.4%
Garfield	\$32,500,000	-4.7%	904	-3.1%	43.5%	\$674,000	-4.7%	\$460,292	5.2%	\$114,051	7.1%	\$0	NA	\$574,343	5.5%
Box Elder	\$22,800,000	7.5%	860	7.5%	4.8%	\$473,000	7.7%	\$81,918	1.3%	\$300,281	5.8%	\$0	NA	\$382,199	4.8%
Duchesne	\$21,800,000	-0.9%	695	-3.1%	13.7%	\$452,000	-0.9%	\$29,800	14.7%	\$70,961	-1.6%	\$1,649	NA	\$102,410	4.4%
Cache	\$56,500,000	-3.7%	2,526	-1.3%	5.7%	\$1,171,000	-3.8%	\$227,977	-8.1%	\$660,957	3.9%	\$0	NA	\$888,934	0.5%
Uintah	\$72,600,000	40.7%	1,628	-2.0%	15.7%	\$1,505,000	40.8%	\$163,689	0.7%	\$188,380	-0.3%	\$2,949	-27.1%	\$355,018	-0.2%
Utah	\$204,300,000	-9.9%	7,632	-10.4%	5.0%	\$4,234,000	-9.9%	\$927,893	-12.5%	\$2,980,578	3.3%	\$0	NA	\$3,908,471	-0.9%
San Juan	\$35,600,000	3.2%	1,083	1.2%	28.0%	\$738,000	3.2%	\$218,363	-1.5%	\$0	NA	\$0	NA	\$218,363	-1.5%
Millard	\$20,400,000	1.0%	643	1.1%	15.4%	\$423,000	1.0%	\$80,125	-3.1%	\$0	NA	\$0	NA	\$80,125	-3.1%
Sevier	\$33,300,000	50.0%	1,237	1.1%	17.1%	\$690,000	50.0%	\$204,048	0.9%	\$138,979	-7.7%	\$971	-60.6%	\$343,998	-3.2%
Summit	\$461,200,000	-6.8%	7,117	-1.0%	43.2%	\$9,559,000	-6.8%	\$3,281,403	-4.1%	\$1,025,571	-3.7%	\$0	NA	\$4,306,974	-4.0%
Davis	\$264,000,000	0.8%	7,915	4.3%	8.8%	\$5,472,000	0.8%	\$475,000	-28.6%	\$1,937,268	2.3%	\$108,641	-0.9%	\$2,520,909	-5.5%
Beaver	\$14,800,000	-3.9%	499	-5.7%	21.1%	\$307,000	-3.8%	\$97,162	-7.1%	\$55,820	-3.1%	\$0	NA	\$152,982	-5.7%
Carbon	\$29,200,000	-16.6%	1,125	6.3%	13.1%	\$605,000	-16.6%	\$130,873	-18.4%	\$172,683	5.1%	\$0	NA	\$303,556	-6.5%
Salt Lake	\$2,253,000,000	-3.2%	40,044	-5.2%	7.6%	\$46,695,000	-3.2%	\$7,589,382	-15.6%	\$11,644,756	-3.5%	\$8,279,986	-4.9%	\$27,514,124	-7.6%
Morgan	\$10,000,000	-1.0%	221	4.7%	12.0%	\$207,000	-1.0%	\$1,301	-83.4%	\$23,560	21.6%	\$0	-100.0%	\$24,861	-8.8%
Wasatch	\$48,900,000	-2.0%	1,312	-0.4%	26.1%	\$1,013,000	-2.0%	\$204,701	-18.1%	\$208,878	2.3%	\$0	NA	\$413,579	-8.9%
Grand	\$100,100,000	-8.4%	1,999	1.1%	46.9%	\$2,075,000	-8.4%	\$754,440	-9.8%	\$222,436	-1.3%	\$14,184	-52.5%	\$991,060	-9.2%
Sanpete	\$16,800,000	-19.2%	520	-25.8%	7.4%	\$348,000	-19.3%	\$38,667	-14.5%	\$72,570	-11.6%	\$0	NA	\$111,237	-12.6%
Daggett	\$5,100,000	-23.9%	257	-0.4%	57.7%	\$106,000	-23.7%	\$52,633	-12.0%	\$13,560	-15.4%	\$0	NA	\$66,193	-12.7%
Juab	\$17,800,000	8.5%	513	1.8%	19.8%	\$369,000	8.5%	\$53,643	-28.3%	\$68,139	-14.4%	\$0	NA	\$121,782	-21.1%
Rich	\$7,200,000	2.9%	216	6.9%	32.2%	\$149,000	2.8%	\$54,743	-20.9%	\$32,639	-50.7%	\$0	NA	\$87,382	-35.5%
Weber	\$187,400,000	-7.1%	7,000	-6.3%	7.9%	\$3,884,000	-7.1%	\$528,143	-9.9%	\$1,756,383	5.1%	\$70,276	-9.2%	\$2,354,802	0.9%
State of Utah	\$4,630,800,000	1.1%	108,683	1.9%	9.9%	\$95,973,000	-1.3%	\$18,106,956	-9.5%	\$23,527,620	-0.5%	\$8,615,857	-4.7%	\$50,250,433	-4.6%

SOURCE: Information was collected from the Utah State Tax Commission and the Utah Department of Workforce Services, and adapted by the Utah Division of Travel Development based on economic models developed in cooperation with these agencies as well as the Governor's Office of Planning and Budget, the Department of Community and Economic Development, the University of Utah's Bureau of Business and Economic Research and the Governor's Economic Coordinating Committee.

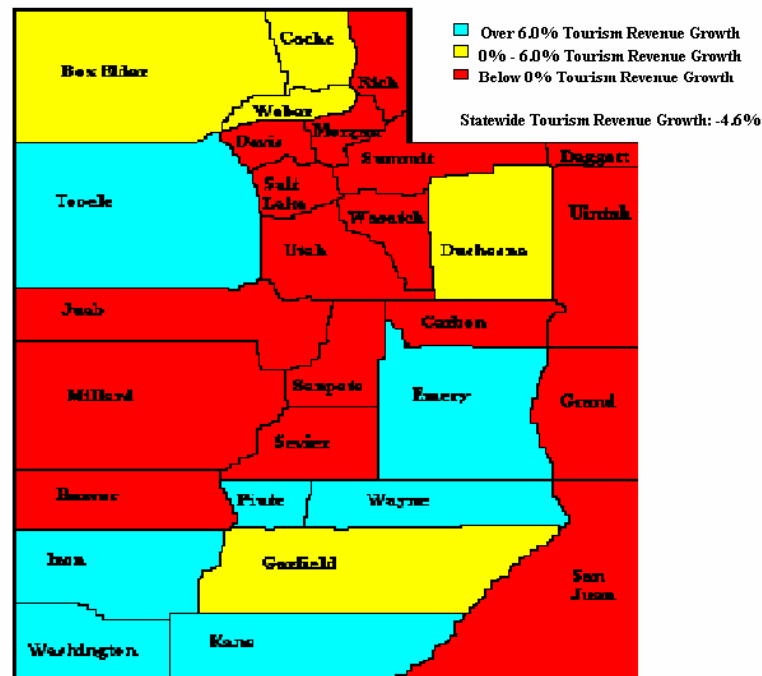
## TOURISM RELATED TAX REVENUES FOR UTAH COUNTIES

### Summary 2003

Rank	County	2003 Tourism Tax Revenues	Percent of State Total	Rank	County	2003 Tourism Tax Revenues	Percent of State Total
1	Salt Lake	\$27,514,124	54.8%	16	Sevier	\$343,998	0.7%
2	Summit	\$4,306,974	8.6%	17	Carbon	\$303,556	0.6%
3	Utah	\$3,908,471	7.8%	18	San Juan	\$218,363	0.4%
4	Washington	\$2,602,357	5.2%	19	Beaver	\$152,982	0.3%
5	Davis	\$2,520,909	5.0%	20	Wayne	\$136,758	0.3%
6	Weber	\$2,354,802	4.7%	21	Emery	\$132,162	0.3%
7	Grand	\$991,060	2.0%	22	Juab	\$121,782	0.2%
8	Cache	\$888,934	1.8%	23	Sanpete	\$111,237	0.2%
9	Iron	\$787,192	1.6%	24	Duchesne	\$102,410	0.2%
10	Garfield	\$574,343	1.1%	25	Rich	\$87,382	0.2%
11	Wasatch	\$413,579	0.8%	26	Millard	\$80,125	0.2%
12	Tooele	\$407,330	0.8%	27	Daggett	\$66,193	0.1%
13	Box Elder	\$382,199	0.8%	28	Morgan	\$24,861	0.0%
14	Uintah	\$355,018	0.7%	29	Piute	\$7,667	0.0%
15	Kane	\$353,665	0.7%	<b>STATE OF UTAH</b>		<b>\$50,250,433</b>	<b>100.0%</b>

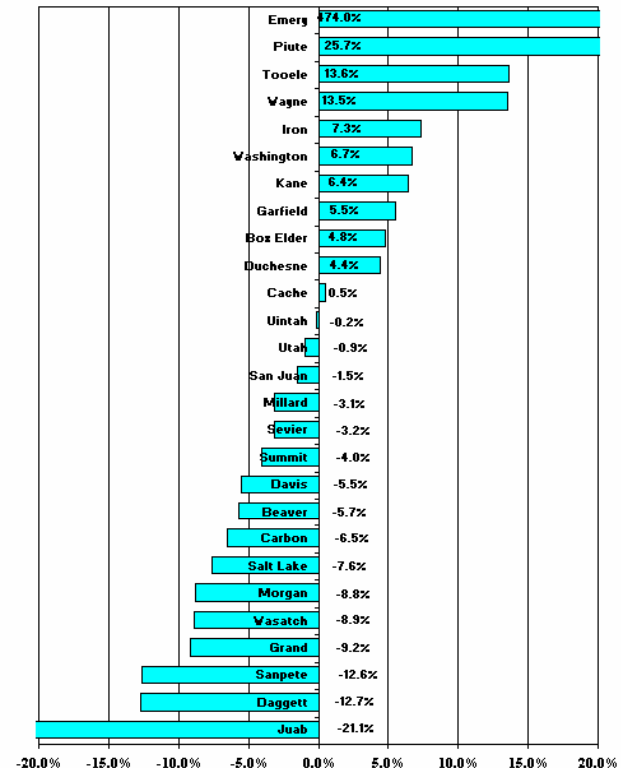
### TOTAL TOURISM-RELATED TAX REVENUES

% Change 2002 to 2003



SOURCE: Utah State Tax Commission

### Total Tourism Tax Revenue in Utah % Change 2002 to 2003



Tourism related tax revenues include monies collected from the county-option tourism taxes including the transient room tax, prepared foods tax (restaurant tax), and short-term vehicle lease tax (car rental tax). All 29 counties have adopted the 3% transient room tax (the rate in Salt Lake County is 3.5%). 25 counties have adopted the prepared foods tax at the 1% level (Emery, Millard, Piute, and San Juan have not adopted the tax). Three counties have adopted a 3% short-term vehicle lease tax (Duchesne, Grand, and Uintah) and six counties have adopted a 7% short-term vehicle lease tax (Davis, Morgan, Salt Lake, Sevier, Washington, and Weber).